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(71)Applicant : YAMAHA CORP

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(72)Inventor : IWASHITA KAZUHIRO  
FUJITA HIROYUKI

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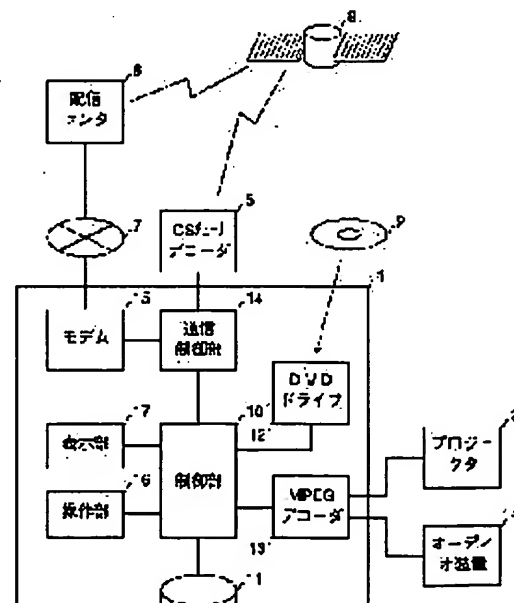
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## (54) VIDEO REPRODUCTION CONTROLLER, CONTENTS REPRODUCTION CONTROLLER AND METHOD FOR SUPPLYING ADVERTISEMENT INFORMATION

(57)Abstract:

PROBLEM TO BE SOLVED: To show movie previews and advertisements by combining the movie previews and the advertisement with a movie main volume in accordance with conditions in a digital theater.

SOLUTION: The video data of the movie main volume being the video data of a long time are supplied to a DVD 2 being disk media. A plurality of pieces of video data of the movie previews and the advertisements whose showing time is relatively short are supplied from a distribution center 6 through a subscriber telephone line 7, etc. The video reproduction controller 1 selects a



movie preview and an advertisement in accordance with information such as the distributing agency of the movie main volume, a featured actor and a genre, and the conditions such as the day of a week and a time zone when the movie is shown, prepares a showing schedule by combining the information and the conditions and shows the whole movie in accordance with the schedule.

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CLAIMS

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[Claim(s)]

[Claim 1] The image reproduction control unit which carries out continuation playback combining the 1st image data supplied by the medium, and the 2nd image data supplied through a communication link.

[Claim 2] It is the image reproduction control unit according to claim 1 which is the preview shown by said 1st image data's being image data edited by the book of a film, and said 2nd image data preceding this editing of said film, or advertising image data.

[Claim 3] Said 2nd image data is an image reproduction control unit according to claim 1 or 2 which two or more supplies are carried out, among these carries out continuation playback of two or more 1 or 2nd image data combining the 1st image data.

[Claim 4] The 2nd image data combined with the image data of the above 1st is an image reproduction control unit according to claim 3 chosen based on 1 or the plurality of information, such as a class of conditions, such as a day of the week which reproduces the conditions of the manufacturer of equipment, an installation, etc., and the 1st image data, and time of day, and 1st image data.

[Claim 5] The contents playback control unit which combines with it and reproduces advertising information with said advertising playback means when reproducing contents with a contents playback means to reproduce contents, such as an image, voice, and a game, an advertising playback means to reproduce advertising information, and said contents playback means.

[Claim 6] It is the contents playback control unit according to claim 5 with which said contents are supplied by package media, and said advertising information is supplied by communication link.

[Claim 7] Said contents are contents playback control units according to claim 5 or 6 which choose the advertising information corresponding to [ it is identified by content ID and / based on this content ID ] said contents in said advertising playback means, and are reproduced.

[Claim 8] They are claim 5 which reproduces the advertising information corresponding to [ the advertising schedule table on which the time which reproduces two or more advertising information and each advertising information was indicated is supplied and / with reference to said advertising schedule table ] the time at that time in an advertising playback means, and a contents playback control unit according to claim 6 or 7.

[Claim 9] The offer approach of the advertising information which downloads the advertising information offered to these contents from said server equipment, and reproduces combining these advertising information and said contents when the contents playback control unit server equipment has memorized said advertising information and is [ control unit ] user equipment reproduces contents in the supply approach of the advertising information which supplies the advertising information offered to contents, such as an image, voice, and a game, according to a computer system.

[Claim 10] Said server equipment has memorized the advertising schedule table which indicated the time which reproduces two or more advertising information and each advertising information. Said contents playback control unit When reproducing contents, two or more advertising information and advertising schedule tables which are offered to these contents are downloaded. The offer approach of the advertising information according to claim 9 reproduced combining the advertising information

which searched the advertising schedule table with the time at that time, and was chosen in it, and said contents.

[Claim 11] Said advertising information is the offer approach of the advertising information according to claim 9 or 10 uploaded from an advertising provider's terminal unit to said server equipment.

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**DETAILED DESCRIPTION**

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**[Detailed Description of the Invention]****[0001]**

**[Field of the Invention]** This invention relates to the offer approach of advertising information of offering advertising information to the image reproduction control unit used for playback of image data, such as a digital theater, and home video equipment, a home video game machine, a contents regenerative apparatus, and these equipments.

**[0002]**

**[Problem(s) to be Solved by the Invention]** In a movie theater, a preview etc. is shown in advance of the show edited by the film book, and this editing is shown following this. Conventionally, a preview and this editing were beforehand edited so that it could show continuously, and they were altogether rationed with the roll film of resin. Therefore, this was not able to be easily reorganized according to conditions, such as a location and a time zone.

**[0003]** In the show of a film, distribution of the film using digital image data is being put in practical use today. Although it was online distribution through the telephone line or CS (communication satellite) as a distribution method of the image data which have real time nature most, in distributing huge image data's, such as a film's, on-line requiring time amount extremely, since communication link cost increased, it was not able to be said that it was rational. Moreover, the distribution method of the image data using disk media, such as DVD, was trustworthy, and while cost did not start, it had the trouble that the flexibility of selections, such as a preview according to conditions, such as real time nature, a location, and a time zone, was missing.

**[0004]** Moreover, making cheap the prices of package media, such as a videodisk and a game cassette, by the income from the sponsor is proposed by including an advertisement in the contents reproduced with video equipment and a game machine for home use.

**[0005]** However, it was [ that the always same advertisement is only reproduced in having embedded advertising data to package media, and ], when time amount passed, there was inconvenience that the content obsoleted, and it was difficult like television broadcasting to change the advertisement reproduced by a day of the week and the time zone.

**[0006]** This invention supplies mass image data through media, such as a disk, supplies the image data of a small capacity which can substitute through a communication link, and aims at offering the image reproduction control unit reproduced combining this.

**[0007]** Moreover, when reproducing package media for home use, it aims at offering the offer approach of the image reproduction control unit which can reproduce the advertisement which is an advertisement according to the day of the week and time zone, and does not obsolete, a contents playback control unit, and advertising information.

**[0008]**

**[Means for Solving the Problem]** Invention of claim 1 is characterized by carrying out continuation playback combining the 1st image data supplied by the medium, and the 2nd image data supplied through a communication link. It is characterized by for invention of claim 2 being image data of book

editing [ data / said / 1st / image ] of a film in invention of claim 1, and said 2nd image data being the preview shown by preceding this editing of said film, or advertising image data. Invention of claim 3 is characterized by carrying out two or more supplies, among these said 2nd image data carrying out continuation playback of two or more 1 or 2nd image data combining the 1st image data in invention of claims 1 and 2. The 2nd image data which invention of claim 4 combines with the image data of the above 1st in invention of claim 3 is characterized by being chosen based on 1 or the plurality of information, such as a class of conditions, such as a day of the week which reproduces the conditions of the manufacturer of equipment, an installation, etc., and the 1st image data, and time of day, and 1st image data.

[0009] In this invention, the 1st image data is supplied with storages, such as DVD. This 1st image data is image data of long duration, such as this editing of a film, etc. Moreover, the 2nd image data is supplied through a communication link. A communication link may be a communication link of what kind of gestalten, such as the telephone line and a communication satellite (CS). The 2nd image data received through this communication link is image data with comparatively short show time amount, such as a preview, an advertisement, etc. of a film. By combining these 1st and 2nd image data, playback of an image is attained in a free combination with the image data of long duration, and substitutable image data. Moreover, although beforehand edited combining a preview and this editing, since this editing is received and a preview can be combined freely, according to various conditions, such as a title of a film, and a day of the week, the optimal preview is conventionally, combinable [ by this invention, ] in the case of a film.

[0010] Invention of claim 5 is characterized by combining with it and reproducing advertising information with said advertising playback means, when reproducing contents with a contents playback means to reproduce contents, such as an image, voice, and a game, an advertising playback means to reproduce advertising information, and said contents playback means. It is characterized by supplying said contents for invention of claim 6 by package media in invention of claim 5, and supplying said advertising information by communication link. In invention of claims 5 and 6, said contents are identified by content ID and invention of claim 7 is characterized by for an advertising playback means choosing the advertising information corresponding to said contents, and reproducing it based on this content ID. In invention of claims 5-7, the advertising schedule table on which the time which reproduces two or more advertising information and each advertising information was indicated is supplied, and invention of claim 8 is characterized by an advertising playback means reproducing the advertising information corresponding to the time at that time with reference to said advertising schedule table.

[0011] In this invention, advertising information is reproduced to compensate for playback of contents, such as voice, such as an image of a film etc., and music, or a game. Although supplied for example, by package media etc., if contents are the means which can supply mass contents, they will not be limited to package media. Moreover, although supplied by communication link, if advertising information is the means which can supply always new information, it will not be limited to a communication link. A communication link may be a communication link of what kind of gestalten, such as the telephone line and a communication satellite (CS). The advertising information supplied through a communication link can be updated easily, and supply of the advertisement not obsoleting is attained. Moreover, it becomes possible by changing advertising information according to content ID or time (the date, time zone, etc.) to reproduce the advertising information doubled with the content and viewer layer of contents. Moreover, it may be made to perform playback of advertising information before and after contents playback, it interrupts in the middle of contents, and may be made to reproduce, and it compounds (for example, like [ of an alphabetic character telop or a scuttle screen ]), and you may make it reproduce during playback of contents.

[0012] In the supply approach of the advertising information which supplies the advertising information provided with invention of claim 9 to contents, such as an image, voice, and a game, according to a computer system When the contents playback control unit server equipment has memorized said advertising information and is [ control unit ] user equipment reproduces contents, The advertising

information offered to these contents is downloaded from said server equipment, and it is characterized by reproducing combining these advertising information and contents. Invention of claim 10 is set to invention of claim 9. Said server equipment The advertising schedule table which indicated the time which reproduces two or more advertising information and each advertising information is memorized. Said contents playback control unit When reproducing contents, two or more advertising information and advertising schedule tables which are offered to these contents are downloaded. It is characterized by reproducing combining the advertising information which searched the advertising schedule table with the time at that time, and was chosen in it, and said contents. Invention of claim 12 is characterized by uploading said advertising information from an advertising provider's terminal unit to server equipment in invention of claims 10 and 11.

[0013] In this invention, when a sponsor (an advertiser, advertising provider) exists to contents, such as voice, such as an image of a film etc., and music, or a game, and these contents are reproduced, it combines with this and this sponsor's advertising information is also reproduced. Moreover, it may be made to perform playback of advertising information before and after contents playback, it interrupts in the middle of contents, and may be made to reproduce, and it compounds (for example, like [ of an alphabetic character telop or a scuttle screen ]), and you may make it reproduce during playback of contents. Thus, by setting a sponsor as contents and reproducing combining the sponsor's advertising information to contents, it becomes possible to obtain an advertising rate income, and it becomes possible to make cheap the price of contents or a contents playback control unit by this. Although it may be supplied on-line even if contents are supplied by package media, generally, contents are works and the content does not change. On the other hand, advertising information is for offering new information, and is updated frequently. For this reason, advertising information is memorized to server equipment, and when reproducing contents, it is downloaded. Since it is easy for a sponsor to update and maintain advertising information to server equipment, always new advertising information can be offered to those who reproduce contents. Moreover, by preparing two or more these advertising information, being based on the schedule, and reproducing whether it is a gap, to one contents, two or more sponsors can be set up or the advertisement from which the same sponsor also differs by time can be offered.

[0014]

[Embodiment of the Invention] Drawing 1 is the block diagram of the digital theater system containing the image reproduction control device which is the 1st operation gestalt of this invention. This digital theater system contains the projector 3 which projects on a screen the video signal which the image reproduction control device 1 which can read image data, such as a volume on film book and a preview, in order including the DVD drive 12, and can be outputted as a video signal and an audio signal, and the image reproduction control device 1 outputted, and the audio equipment 4 which amplifies the audio signal which the image reproduction control device 1 outputted, and is outputted as a sound. DVD (digital videodisc)2 with which this editing of the film which should be shown was recorded is set to the DVD drive 12 of the image reproduction control device 1.

[0015] The image reproduction control unit 1 has the control section 10 which controls actuation of equipment, and the control unit 16 for the communications control section 14 for downloading the MPEG decoder 13 and the above-mentioned preview which decode MPEG data, such as the large capacity storage 11 which memorizes the image data of a preview and advertising image data to this control section 10, the DVD drive 12, and DVD, to a video signal and an audio signal, and advertising image data, a user, or the operator of this equipment to operate it, the display 17, etc. are connected. In addition, read/write is possible for large capacity storage 11, and although what kind of thing may be used as long as the image data for several hours are memorizable, generally a hard disk drive is suitable.

[0016] The modem 15 and CS tuner decoder 5 are connected to the communications control section 14. A modem 15 is the card built in this image reproduction control device 1, and CS tuner decoder 5 is external equipment. A modem 15 is connected to the distribution center 6 through a telephone line 7, and CS tuner decoder 5 receives the distribution data from the distribution center 6 through a communication satellite (CS). In addition, the means of communications which communicates with the distribution center 6 is not limited to a modem/analog network. For example, TA (terminal adopter)-DSU

(digital service unit) / ISDN circuit may be used.

[0017] The image reproduction control device 1 receives the image data of a preview through a modem 15, and writes this in large capacity storage 11. The distribution center 6 telephones each digital theater system periodically, and distributes the newest preview and the newest advertisement to each digital theater system. At this time, the image reproduction control unit 1 transmits the equipment conditions used as the conditions which choose the advertisement and preview which are distributed to the distribution center 6, and the distribution center 6 distributes only the advertisement and the image data of a preview which suit this condition to this image reproduction control unit 1. Equipment conditions are conditions, such as a manufacturer of this equipment (image reproduction control unit 1), installations (all prefectures etc.), and business use/home use. Based on these conditions, a distribution center chooses a suitable advertisement and a suitable preview, and downloads them to this image reproduction control unit 1. Thereby, as the amount of data can download comparatively large advertisement and preview selectively, it saves traffic. In addition, the information which shows the class and expiration date is written in each image data. In the case of advertising image data, they are the enterprise name (enterprise code) of the goods (service is included), a trade name, the class (bar code) of goods, an expiration date, etc. In the case of the image data of a preview, they are the distributor of a film, a starring actor, these editing disclosure (road show start) days and months, an expiration date, etc.

[0018] Moreover, the image reproduction control device 1 receives the data of news through CS tuner decoder 5, and writes this in large capacity storage 11. The distribution center 6 transmits the data of these news to all systems through CS8 at any time, whenever news occur.

[0019] The image reproduction control device 1 creates a show schedule according to film book editing currently recorded on this DVD2, when DVD2 with which the volume on film book was recorded is set to the DVD drive 12. Before showing the volume on film book, it doubles with the film book editing, news, an advertisement, and a preview are shown, and the volume on film book is shown following this. Thus, the news which precede the volume on film book and are shown, an advertisement, and a preview are chosen based on show conditions and this editing information (in addition, the advertisement and preview which have been downloaded to this image reproduction control unit 1 are beforehand narrowed down based on the above-mentioned equipment conditions). Show conditions are conditions to show, such as a day of the week (that is, DVD2 was set) and a time zone. Moreover, these editing information is information, such as a genre of the distributor edited by the film book, a starring actor, and a film. An advertisement and a preview are chosen in accordance with this. For example, based on show conditions, if it is the time zone of the day ranges of a workday, a schedule will be created so that the advertisement and preview for a housewife layer or families may be shown. Moreover, based on this editing information, a schedule is created so that previews, such as a next show work of the distributor edited by the film book, a starring actor's same next show work, and a next show work of the film of the same genre, may be shown. Moreover, since the advertisement and preview which have been downloaded as mentioned above are beforehand chosen by equipment conditions, the advertisement and preview which are synthetically shown based on such conditions and information will be chosen.

[0020] According to this schedule, reading appearance of news, an advertisement, a preview, and the image data of this editing is carried out, and the created schedule is outputted to a projector 3 and audio equipment 4 through MPEG decoder 13 grade, when it is written in large capacity storage 11 and directions of a show start are carried out. In addition, the above-mentioned equipment conditions and show conditions are memorized by large capacity storage 11, and this editing information is recorded on DVD2 with which the film is recorded.

[0021] Moreover, although the news to download, an advertisement, and the image data of a preview may be data of the same MPEG 2 format as film book editing of DVD2, they may be the thing of other formats. As other formats, they are a QUICKTIME movie, text data, still picture data, sequence data that arranged the text and the still picture on time series, for example. Even if a control section 10 is image data of what kind of format in order to maintain the continuity of a video signal, it reconverts this to MPEG data and you may make it input it into a projector 3 through the MPEG decoder 13 altogether, although this is developed to a video signal and you may make it output to the direct projector 3.



[0022] in addition -- although a single drive is sufficient as the DVD drive 12 since DVD of two or more sheets may be covered in the case edited by the film book exceeding 2 hours, if it is made the changer -- the above -- the case of a long film -- on the way -- it becomes possible to show continuously, without coming out and carrying out disk-swapping.

[0023] Drawing 2 and drawing 3 are flow charts which show actuation of this image reproduction control device. Drawing 2 (A) is a flow chart which shows the actuation when downloading an advertisement and the image data of a preview from the distribution center 6 through a telephone line. The telephone line is first connected with the distribution center 6 (s1). Connection of this telephone line may be made to be connected in the procedure by which a telephone is periodically applied from the distribution center 6. You may make it connect in the procedure of telephoning from this equipment to the distribution center 6. If the telephone line is connected with the distribution center 6, equipment conditions will be transmitted from this equipment to the distribution center 6 (s2). an advertisement with the new distribution center 6, and this equipment condition out of a preview -- being based -- a suitable thing -- 1 -- or a multiple selection is made and this is transmitted to this equipment. Equipment receives the advertisement for these self-equipments, and the image data of a preview (s3). The received advertisement and the image data of a preview are written in large capacity storage 11 (s4). And that to which the expiration date of the advertisement already memorized by large capacity storage 11 and a preview was checked, and the expiration date has run out is eliminated (s5).

[0024] This drawing (B) is a flow chart which shows the actuation when downloading news through a communication satellite 8. News are distributed through a communication satellite 8 at any time, and are received by CS tuner decoder 5. CS tuner decoder 5 inputs the received news into the image reproduction control unit 1 (communications control section 14). The image reproduction control unit 1 eliminates that to which the news in which the expiration date went out were searched, and the expiration date has run out while writing this in large capacity storage 11 (s7) (s8). In addition, the data of news usually consist of text data (and still picture data), and the title, genres (the current events, the entertainments, sport, etc.), and expiration date of news are written in the header.

[0025] This drawing (C) is a flow chart which shows the actuation which sets up a show schedule. A show schedule is performed when DVD2 with which the volume on film book was recorded on the DVD drive 12 is set. If DVD2 is set to the DVD drive 12 (s11), the heading information on this DVD2 will be read (s12), and the information of the distributor of these, a starring actor, etc. will be used as this editing information for choosing an advertisement and a preview. News, an advertisement, and a preview are chosen based on show conditions, such as this editing information by which reading appearance was carried out and a day of the week, and a time zone, (s13). Selected news, an advertisement, and a preview are arranged before the volume on film book, a show schedule is created, and this is memorized to large capacity storage 11 (s14).

[0026] Thus, with this operation gestalt, although he is trying for the image reproduction control device 1 to create a show schedule based on equipment conditions, show conditions, and this editing information, the conditions for creating a show schedule and information are not limited above. Moreover, you may make it download the show schedule determined beforehand from the distribution center 6.

[0027] Drawing 3 is a flow chart which shows show actuation of the image reproduction control device 1. It is standing by until equipment has start directions of a user (or operator), when the setting-operation of the show schedule of drawing 2 (C) is completed (s20). If there are start directions, the show schedule memorized by large capacity storage 11 will be read sequentially from a head (s21), and the specified news, an advertisement, and the image data of a preview will be read (s22). the case where the image data which carried out reading appearance are the file of the same MPEG format as the volume on film book -- (s23) -- it outputs to the MPEG decoder 13 as it is (s24). In not being the file of an MPEG format, (s23) and this are developed on an image and it reconverts to the data of an MPEG format (s25), and this is outputted to the MPEG decoder 13 (s26). After following all the news in which this actuation is written by the show schedule, an advertisement, and a preview (s27), the DVD drive 12 is started and the show edited by the film book is started (s28).

[0028] In addition, although he is trying to show news other than this editing, an advertisement, and a preview with this operation gestalt using the MPEG decoder 13 which is the hardware for showing the volume on film book, a projector 3, a screen (un-illustrating), etc., the hardware for an advertisement other than the hardware for these film book editing is prepared, and you may make it show an advertisement and news in parallel to the volume on film book. Moreover, the title of a film is edited as sequence data and you may make it display this in parallel to the volume on film book. What is necessary is just to create the sequence data of a title so that the text data may be indicated by sequential in the same format as the words track of the music data for karaoke. If it is this, since a title will be burned by the volume on film book, the title of which language can also be displayed if needed (a title is not displayed again, either).

[0029] Moreover, the sales method of making the price of equipment cheap is also possible by setting up so that this manufacturer's advertisement downloaded according to the manufacturer of this equipment (image reproduction control unit 1) contained in equipment conditions may surely be shown.

[0030] The 2nd operation gestalt of this invention is explained with reference to drawing 4 - drawing 9. This operation gestalt explains the contents playback control devices (a video regenerative apparatus, a music regenerative apparatus, game machine, etc.) for home use connected to the network, the server equipment which distributes advertising information to this contents playback control device. In this system, when reproducing the contents of AV media which are the package media on which contents, such as a film, music, and a game, were recorded, low-pricing of AV media or a contents playback control device is realized by reproducing a sponsor's advertising information in the middle of [ its ] that order, and carrying out the share of a part of price of the above-mentioned AV media or a contents playback control device with that advertising rate income.

[0031] Drawing 4 is the block diagram of the home AV system containing the contents playback control device which is the 2nd operation gestalt of this invention. In this home AV system, the contents playback control devices 21 are a video regenerative apparatus, a music regenerative apparatus, a game machine, etc. as mentioned above, and have the media playback drive 32 which reads the AV media 22 on which contents, such as a film, music, and a game, were recorded. As a gestalt of AV media, although there are DVD (digital videodisc), CD (compact disc), etc., you may be a package like a throat except this.

[0032] In addition, in this operation gestalt, output processing of all contents and advertising information including activation of the advertising information which consists not only of playback of film contents, playback of a music content, and playback of the advertising information which consists of an image and voice data but of activation and the program of game contents etc. is expressed in a "reproductive" word.

[0033] Moreover, advertising information corresponding to each contents is memorized by the large capacity storage 31 which consists of HDD etc. (cache), and when reproducing the contents of the AV media 22 set to the media playback drive 32, reading appearance of the advertising information corresponding to the contents is carried out, and it is shown before and after contents playback. The contents decoder 33, a display unit 23, and audio equipment 24 perform processing which voice[ an image and ]-izes these contents and advertising information.

[0034] The control section 30 which is a computer controls actuation of the contents playback control unit 21. Said large capacity storage 31, the media playback drive 32, the contents decoder 33, the communications control section 34, the control unit 36, the display 37, etc. are connected to this control section 30. The contents decoder 33 cancels encoding of the contents currently recorded on the AV media 22, or advertising information, and decodes it to a video signal and an audio signal. The communications control section 34 downloads advertising information and a televising schedule table (after-mentioned) from server equipment 26 through a network interface 35 or CS tuner decoder 25. A control unit 36 and a display 37 are for a user to operate it, in order to direct playback and a halt of contents.

[0035] In addition, read/write is possible for large capacity storage 31, and although what kind of thing may be used as long as the image data for several hours are memorizable, generally a hard disk drive is

suitable. Moreover, in carrying out rendering generation of the image in a game etc., the contents decoder 33 is unnecessary or the contents decoder 33 functions as a graphics board.

[0036] The network interface 35 and CS tuner decoder 25 are connected to the communications control section 34. A network interface 35 is the card built in this contents playback control device 21, and CS tuner decoder 35 is external equipment. A network interface 35 is connected to server equipment 26 through the network network 27. Although it connects with the network network 27 by dial up if needed, as for a network interface 35, it is more desirable to always connect with the network network 27 through domestic [ LAN ] etc. CS tuner decoder 25 receives the advertising information from server equipment 26 through a communication satellite (CS). In addition, as a network interface 35 for communicating with server equipment 26 through the network network 27, a modem, TA (terminal adopter), etc. are applicable.

[0037] The contents playback control device 21 writes advertising information, a playback schedule table, etc. which were received from server equipment 26 through the network interface 35 in large capacity storage 31. Moreover, the contents playback control device 21 uploads logs, such as a count of playback of each contents, and a count of a show of each advertising information, to server equipment 26 through a network interface 35.

[0038] When the AV media 22 are set to the media playback drive 32, the contents playback control device 21 accesses server equipment 26, and downloads the playback schedule table of the advertising information of the sponsor who provides the contents of these AV media 22 with an advertisement, and advertising information. At this time, the contents playback control device 21 transmits the content ID of the contents currently recorded on device identification information and AV media by which the set was carried out [ above-mentioned ] to server equipment 26.

[0039] Here, content ID is ID which specifies the contents which can be distributed as electronic data, such as a film, music, and a game, as a meaning, for example, ID center management number, a contents attribute, an access attribute, an access employment attribute, a negotiation attribute, a distribution attribute, and ID center management number of the information which consists of a free field are used. This information is embedded to the interior of contents as digital-watermarking information while it is written in the header of contents.

[0040] Moreover, what is necessary is just to use the MAC (Media Access Control) address currently written in the network interface 35 as device identification information, for example. A MAC Address is a 48-bit identification address used for network media access control, and is uniquely assigned to all NIC connected to LAN. When the user who purchased the contents playback control device 21 accesses server equipment 26 first, this MAC Address is registered as device identification information on that user's contents playback control device.

[0041] Server equipment 26 downloads the playback schedule table (refer to drawing 5 ) on which the playback schedule of the advertising information doubled with the model of these contents or contents playback control unit and each advertising information was written in to the contents playback control unit 21, when content ID and device identification information are received from the contents playback control unit 21. In the contents playback control device 21, advertising information, a playback schedule table, etc. which were downloaded are memorized to large capacity storage 31.

[0042] Drawing 5 is drawing showing the example of a playback schedule table. This playback schedule table is created with server equipment 26 for every contents, and is downloaded with advertising information to the contents playback control unit 21 with which the content ID of those contents has been sent. Setting to this drawing, an axis of abscissa is the time amount of 1 day by day [ axis of ordinate / the date and ]. In this table, it is assigned every day at 12:00- 13:00 and 18:00 to 19:00 as an advertising time amount frame of the hard appliance maker who manufactured the contents playback control unit 21 (sale). And the advertising time amount frame which each sponsor firm purchased is indicated by this playback schedule table -- the time amount frame from 6:00 for 30 days to [ from the release day (the 1st day) of contents ] 12:00 is assigned to a sponsor C company, and the time amount frame from 13:00 for 50 days to [ from a release day ] 18:00 is assigned to B company of sponsors. The sponsor firm has paid the advertising rate according to the purchased advertising time amount frame to

the server device-management firm.

[0043] The contents playback control device 21 accesses server equipment 26, when the AV media 22 are set to the media playback drive 32, and it downloads this playback schedule table and a sponsor's advertising information. The cache of the advertising information and the playback schedule table which were downloaded is carried out to large capacity storage 31. Also when the same AV media 22 are set again, server equipment 26 is accessed and only the updated data are downloaded. Moreover, when the sequential set of much media is carried out, although cache data may be lost, data are downloaded like the case where media are set first in this case. Large capacity storage 31 has the area which can carry out the cache of the above-mentioned advertising information over two or more contents, and the playback schedule table.

[0044] Moreover, in drawing 5, although there is a time amount frame with which the sponsor has not acquired advertising broadcasting right depending on the date or a time zone, such a time amount frame broadcasts the advertisement of the sponsor who is the default advertisement of these AV media 22 and who has the 1st place of broadcasting right (the 1st place is later mentioned about broadcasting right). Although the advertising information for this default advertisement may be beforehand written in the AV media 22, it may be downloaded as an object for a default advertisement from server equipment 26.

[0045] In addition, although he is trying to download advertising information and a playback schedule table from server equipment 26 through the network network 27, you may make it download this from a communication satellite (CS) 28 in the above-mentioned example. The communication satellite 28 is carrying out sequential broadcast of the playback schedule table and advertising information over all contents, and CS tuner decoder 25 decodes only what was directed from the communications control section 34 (thing corresponding to AV media (contents currently recorded) set to the media playback drive 32) from the inside, and it inputs it into the communications control section 34.

[0046] In addition, the format of the advertising information downloaded from server equipment 26 to each contents playback control device 21 could be created as a video data of an MPEG format, and may be the thing of other formats. As other formats, they are a QUICKTIME movie, text data, still picture data, sequence data that arranged the text and the still picture on time series, for example. Even if a control section 10 is image data of what kind of format in order to maintain the continuity of a video signal, it reconverts this to MPEG data and you may make it input it into a display unit 23 through the MPEG decoder 33 altogether, although this is developed to a video signal and it may be made to carry out a direct output to a display unit 23.

[0047] In addition, in this contents playback control unit 21, advertising acquisition Flagg is prepared in the header unit of contents, and only when reproducing the contents to which this advertising acquisition Flagg is set, it is made to carry out playback actuation of advertising information. The contents to which advertising acquisition Flagg is not set reproduce these contents, without being sold at a normal price without a discount, judging that it is what should be reproduced without an advertisement, and acquiring and reproducing advertising information.

[0048] Moreover, when two or more contents are contained in AV media of one sheet, while setting up advertising acquisition Flagg for every contents, the playback schedule table for every contents and advertising information are prepared in the above-mentioned server equipment, and you may make it control whether advertising information is reproduced according to each contents.

[0049] Drawing 6 is a flow chart which shows actuation of said contents playback control device 21. This actuation is actuation in the case of reproducing AV media on which film contents are recorded. First, it is standing by until the AV media 22 are set by s31. A set of AV media judges whether advertising acquisition Flagg of the media is set (s32). When advertising acquisition Flagg is set, in order to reproduce advertising information, it progresses to processing not more than s33. When advertising acquisition Flagg is not set, these AV media progress to s52 noting that they were sold at a normal price and do not have a sponsor's advertisement. The auto start of these contents is carried out (s52), and it stands by in this condition s52 until contents complete and stop, or until a user makes it stop by the manual (s53).

[0050] When advertising acquisition Flagg is set, in order to acquire the newest advertising information

and the newest playback schedule table, server equipment 26 is accessed, and device identification information and content ID are transmitted (s33). These are received, device identification information judges whether it is a thing [ finishing / registration ], and, in not registering, server equipment answers a letter in that. When there is this reply, the contents playback control unit 21 displays an unreproducible purport by un-registering (s35).

[0051] If server equipment has registered device identification information, a letter will be answered to the contents playback control unit 21 in the list of the playback schedule table corresponding to the content ID transmitted simultaneously, and advertising information. The contents playback control device 21 compares the playback schedule table and advertising information which are carrying out the cache to this list and large capacity storage 31, and it judges whether the cache of the same data is carried out (s36, s37). When there are no cache data, the newest playback schedule table and advertising information are downloaded from (s36) and server equipment (s38). And although cache data exist, when it is not the newest thing, they download (s37) and the newest thing (only what became old) (s38). After this, it stands by until it progresses to s40 and there are directions of a playback start.

[0052] If there are directions of a playback start by s40, a playback schedule table will be read from the bulk-store means 31 (s41), and a table will be searched with the date and time of day at that time (s42). When the date and time of day at that time are contained in one of sponsors' advertising time amount frame, that sponsor's advertising information is read from large capacity storage 31 (s43), and this advertising information is reproduced (s45-s47). moreover, when its date and time of day are contained in no advertising time amount frame of a sponsor, reading appearance of the default advertising information is carried out, and it reproduces (s44-s47). This default advertising information is downloaded from server equipment as the thing currently recorded on set AV media, or default advertising information. Decoding playback is carried out using the decoder corresponding to the encoding format (s45 ->s46), and, in the case of the data which are not encoded, playback of advertising information is reproduced as it is, when the advertising information is encoded (s45 ->s47).

[0053] Playback of contents is started after this advertising information playback (s48), and it stands by until playback is completed and it stops, or until a user stops playback by manual actuation (s49). When playback stops, the count of playback of these contents or the count of playback of each advertising information is counted up (s50), advertising information is reproduced again (s51), and it returns to s40.

[0054] Although it stood by by s40 also after the above-mentioned actuation was continued and playback was completed, when AV media are taken out and new AV media are set, or when a power source is turned off and a reclosing is carried out while 32 sets of media playback drives of the same AV media are done, or while the power source was turned on, actuation is reset and actuation is started from s31.

[0055] Moreover, it may be made to perform when there are directions of a playback start of the processing which communicates with the above-mentioned server. In this case, while judging whether there was any playback start by s31 and omitting processing of s40, when playback is ended, what is necessary is just made to carry out a return to s31.

[0056] In addition, although it is made not to reproduce contents with an advertisement (for advertising acquisition Flagg to be set) with this operation gestalt when device identification information is not registered, it may be made to reproduce all contents irrespective of registration and un-registering. [ of device identification information ]

[0057] Although playback actuation of film contents was mentioned as the example and the above-mentioned actuation explained it, it is reproducible in the almost same processing actuation also in a music content and game contents. In the case of a music content, advertising information may include an image and only voice is.

[0058] Moreover, although the above-mentioned processing actuation explains that by which an advertisement is shown on one playback schedule table by the whole AV media although two or more contents are recorded on the thing by which one contents are recorded on one AV media, or one AV media Two or more contents are recorded on one AV media, and whenever that from which a playback schedule table differs for every contents reproduces each contents, it may be made to perform the above-

mentioned processing.

[0059] In addition, with the above-mentioned flow chart, although playback of advertising information was made into every 1 time playback before of contents, and after a halt, playback of advertising information may be performed to any timing. When AV media are not reproduced, it may be made to carry out loop-formation playback of the advertising information.

[0060] Moreover, when the time of a user reproducing advertising information and contents are reproduced, it connects with a server each time and you may make it transmit a user's actuation log to a server. It can record in detail which advertisement by this, it was [ when ] alike with a certain user's playback control device, and the media of which content ID were reproduced, and was reproduced, and it becomes possible to deduce an audience rating from the log data collected to the server by this. Moreover, logs, such as playback record of contents and playback record of advertising information, are memorized to equipment (large capacity storage 31), and you may make it upload this at the opportunity linked to server equipment 26.

[0061] When an audience rating survey becomes possible, application of utilizing for marketing information or making this into the reference data of a future package plan is attained. For example, not only the sale of AV media but it can analyze how much count playback of is carried out at home.

[0062] In addition, with this operation gestalt, although advertising information reads this and he is trying to show it when downloading from server equipment as a file, memorizing to large capacity storage 31 and reproducing AV media, it may be made to carry out streaming playback of the advertising information sent in a packet unit from server equipment.

[0063] Here, with reference to drawing 7, the advertising information flow reproduced with the contents playback control unit 21 is explained. Let the server equipment 26 which supplies advertising information to the contents playback control device 21 be an one-place only site as a portal site. An advertising commissioned company starts this portal site. When releasing contents with an advertisement, before manufacturing the package media (AV media) of those contents, the access (broadcasting right) which reproduces advertising information in every time amount frame (a date and time zone) through a network from this site is dealt in. By returning the income of this broadcasting right to a user, the selling price of the above-mentioned AV media or a contents playback control unit is beforehand made lower than usual (refer to drawing 7). Thus, by carrying out package management of the advertising information in a portal site, flexibility can be given to AV media to advertising Make Changes, a shift of a sponsor, etc. compared with the method which embeds advertising information, a sponsor's URL, etc.

[0064] A sponsor uploads the advertising information which I have reproduced at each home to server equipment 26 (advertising commissioned company). It is free to substitute advertising information during a period with broadcasting right (advertising televising period), and if advertising information is substituted, two or more kinds of advertising information is reproducible during one advertising televising period. Moreover, advertising information is programmed, and it is made to carry out scheduling so that within the limit [ same / advertising time amount ] may pass how many kinds of those advertisements in order. The advertising information uploaded to server equipment 26 is downloaded to the contents playback control device 21, and is shown according to a playback schedule table.

[0065] Drawing 8 shows the flow of the money in this system. The above-mentioned contents playback control unit 21 set up so that advertising information might be reproduced before and after contents playback is installed in a home etc., and advertising information and a playback schedule table are downloaded to this equipment on-line. Thereby, the advertising rate according to the above-mentioned time amount frame is paid to an advertising commissioned company from each sponsor. This charge of advertising televising is distributed to the hard appliance maker who manufactures and sells company, a package media sale firm, and the contents playback control unit 21. Thereby, a package media sale firm sells AV media at a price which discounted the part, and a hard appliance maker sells the contents playback control unit 21 at a price which discounted the part.

[0066] In addition, although advertising broadcasting right is fundamentally dealt in for every time amount frame, it sets up the broadcasting right which has the 1st place of the priority of broadcasting



right only to one sponsor. This broadcasting right is the access which can reproduce the advertising information of its company in the time amount frame of the opening whose broadcasting right sold well to no sponsor in addition to the time amount frame which its company secured. This advertising information is burned to AV media as a default advertisement. Or it downloads as a default advertisement from server equipment 26. Moreover, the 1st place, unlike this broadcasting right of the others at which broadcasting right buys a time amount frame, it is effective access eternally, and even if a long period passes after a package sale and the broadcasting right of a time amount frame stops existing, only this sponsor's advertising information is reproduced.

[0067] Dealing of this broadcasting right containing the 1st place of broadcasting right is made for example, into a bid system, and is made into the network auction method on the basis of the minimum frame of discount plan formation of a package. It considers as the same ranking treatment and all the ranking of the 1st less than place of broadcasting right is texture \*\*\*\*\* about a televising frame by bid. A package media sale firm creates AV media package which turned on advertising acquisition Flagg, and sells at a discount price while it writes in the advertising information of the sponsor who acquired the 1st place of broadcasting right. Moreover, AV media package which is not embedding advertising information may be sold in parallel at a normal price.

[0068] As mentioned above, although it is made not to reproduce contents with an advertisement in this contents playback control unit 21 when the device identification number of the contents playback control unit 21 is not registered into server equipment 26, the registration procedure of a device identification number is explained below. This can be substituted for an official's in charge input process when purchasing the contents playback control unit 21 in the shop. That is, first, a user (purchase candidate) goes out to a shop front, and proposes to purchase. At this time, a user writes User Information which is its information in the form of dedication etc. User Information is a name, age, an address, the telephone number, etc. A store official in charge checks the device identification number (MAC Address), inputs User Information and a MAC Address from a terminal unit, and registers with server equipment while he prepares goods (contents playback control device 21). Thereby, this contents playback control unit 21 can reproduce contents with an advertisement now. In addition, User Information and the server equipment which receives registration of a MAC Address may be equipment other than the server equipment which distributes the above-mentioned advertising information and a playback schedule table. What is necessary is just to be able to carry out processing to which it judges whether a MAC Address is registered at s33 and s34 of drawing 6, and the server equipment for distribution corresponds.

[0069] Although the above explained the case where a user did shop front purchase of the contents playback control unit 21, the procedure in the case of carrying out online purchase through networks, such as the Internet, is explained referring to the flow chart of drawing 9. A user (purchase candidate) accesses server equipment from terminal units, such as a personal computer, and operates a purchase application (s60). This server equipment may not be the same as the server equipment 26 shown in drawing 4. In order that server equipment may transmit the User Information input screen to this application, a terminal unit displays this User Information input screen (s61). User Information is a name, age, an address, the above-mentioned telephone number, an above-mentioned credit number, etc. To this input screen, a user inputs his information and transmits (s62). It judges whether server equipment can check a credit number and can trade in it, and if dealings are possible and the reply of O.K. and dealings are improper, that will answer a letter (s63). A terminal unit receives this, if it is O.K., it will continue registration actuation, if dealings are improper, will display that and will end actuation (s64).

[0070] If credit dealings are possible for server equipment, it will transmit User Information to the computer of the sale firm of a contents playback control unit, and will arrange goods on-line (s65). The device identification number (MAC Address) of the goods arranged with it is received from the computer of this sale firm (s66). Server equipment transmits this device identification number to a terminal unit. In a terminal unit, this device identification number etc. is displayed and the application of equipment purchase is completed (s67). Simultaneously, server equipment registers User Information

and a device identification number, and completes registration processing (s68).

[0071] In the above-mentioned processing, although registration processing is made to complete on-line, after it considers on-line registration as temporary registration and goods arrive to a user, it may be made to carry out high grade registry.

[0072] Thus, by registering User Information at the time of equipment purchase, when an audience rating survey etc. is performed, the cross tabulation which classified it into sex, an age group, etc. can be carried out. Moreover, if a MAC Address is registered as device identification information and this registration does not exist, the unjust purchase of equipment can be prevented by making it not operate equipment.

[0073] Moreover, although this operation gestalt explained the example which reproduces AV media which recorded contents with an advertisement with the contents playback control device of dedication, you may enable it to reproduce the above-mentioned AV media also with a common contents playback control device. For example, if AV media are DVDs which recorded the film, the image which is default advertising information will be burned at the beginning and the last of the film which is a contents image, and it will be made the gestalt in which an advertisement flows at the time of the playback initiation from the beginning, and termination of a film.

[0074] In this case, although advertising playback frequency will decrease in the above-mentioned general playback control device compared with the dedicated device with which advertising information is surely reproduced no matter where it may reproduce from, a dedicated device can cancel an unfair feeling by giving incentives, such as amount-of-money-value according to the count of advertising playback uploaded to server equipment, online or off-line.

[0075] Moreover, what is necessary is for the need of developing a dedicated device for advertising information playback just to design contents highly so that advertising information may be reproduced by the program corresponding to the conventional game machine since advertising information is freely reproducible by the game program which is contents in the case of a game machine.

[0076]

[Effect of the Invention] Since it is reproducible as mentioned above according to this invention, combining freely prolonged image data, such as a volume on film book, and the image data substituted [ preview ], according to various conditions, such as a genre of a film, and a day of the week of a show, it can show combining the optimal preview, advertising information, etc.

[0077] Moreover, while being able to set up two or more sponsors to these contents by changing advertising information according to content ID, a date, and a time zone, and reproducing according to this invention, it becomes possible to reproduce the advertisement set by the viewer, and supply of the advertisement not obsoleting is attained.

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[Translation done.]



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TECHNICAL FIELD

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[Field of the Invention] This invention relates to the offer approach of advertising information of offering advertising information to the image reproduction control unit used for playback of image data, such as a digital theater, and home video equipment, a home video game machine, a contents regenerative apparatus, and these equipments.

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[Translation done.]

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**EFFECT OF THE INVENTION**

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[Effect of the Invention] Since it is reproducible as mentioned above according to this invention, combining freely prolonged image data, such as a volume on film book, and the image data substituted [ preview ], according to various conditions, such as a genre of a film, and a day of the week of a show, it can show combining the optimal preview, advertising information, etc.

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TECHNICAL PROBLEM

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[Problem(s) to be Solved by the Invention] In a movie theater, a preview etc. is shown in advance of the show edited by the film book, and this editing is shown following this. Conventionally, a preview and this editing were beforehand edited so that it could show continuously, and they were altogether rationed with the roll film of resin. Therefore, this was not able to be easily reorganized according to conditions, such as a location and a time zone.

[0003] In the show of a film, distribution of the film using digital image data is being put in practical use today. Although it was online distribution through the telephone line or CS (communication satellite) as a distribution method of the image data which have real time nature most, in distributing huge image data's, such as a film's, on-line requiring time amount extremely, since communication link cost increased, it was not able to be said that it was rational. Moreover, the distribution method of the image data using disk media, such as DVD, was trustworthy, and while cost did not start, it had the trouble that the flexibility of selections, such as a preview according to conditions, such as real time nature, a location, and a time zone, was missing.

[0004] Moreover, making cheap the prices of package media, such as a videodisk and a game cassette, by the income from the sponsor is proposed by including an advertisement in the contents reproduced with video equipment and a game machine for home use.

[0005] However, it was [ that the always same advertisement is only reproduced in having embedded advertising data to package media, and ], when time amount passed, there was inconvenience that the content obsoleted, and it was difficult like television broadcasting to change the advertisement reproduced by a day of the week and the time zone.

[0006] This invention supplies mass image data through media, such as a disk, supplies the image data of a small capacity which can substitute through a communication link, and aims at offering the image reproduction control unit reproduced combining this.

[0007] Moreover, when reproducing package media for home use, it aims at offering the offer approach of the image reproduction control unit which can reproduce the advertisement which is an advertisement according to the day of the week and time zone, and does not obsolete, a contents playback control unit, and advertising information.

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**MEANS**

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[Means for Solving the Problem] Invention of claim 1 is characterized by carrying out continuation playback combining the 1st image data supplied by the medium, and the 2nd image data supplied through a communication link. It is characterized by for invention of claim 2 being image data of book editing [ data / said / 1st / image ] of a film in invention of claim 1, and said 2nd image data being the preview shown by preceding this editing of said film, or advertising image data. Invention of claim 3 is characterized by carrying out two or more supplies, among these said 2nd image data carrying out continuation playback of two or more 1 or 2nd image data combining the 1st image data in invention of claims 1 and 2. The 2nd image data which invention of claim 4 combines with the image data of the above 1st in invention of claim 3 is characterized by being chosen based on 1 or the plurality of information, such as a class of conditions, such as a day of the week which reproduces the conditions of the manufacturer of equipment, an installation, etc., and the 1st image data, and time of day, and 1st image data.

[0009] In this invention, the 1st image data is supplied with storages, such as DVD. This 1st image data is image data of long duration, such as this editing of a film, etc. Moreover, the 2nd image data is supplied through a communication link. A communication link may be a communication link of what kind of gestalten, such as the telephone line and a communication satellite (CS). The 2nd image data received through this communication link is image data with comparatively short show time amount, such as a preview, an advertisement, etc. of a film. By combining these 1st and 2nd image data, playback of an image is attained in a free combination with the image data of long duration, and substitutable image data. Moreover, although beforehand edited combining a preview and this editing, since this editing is received and a preview can be combined freely, according to various conditions, such as a title of a film, and a day of the week, the optimal preview is conventionally, combinable [ by this invention, ] in the case of a film.

[0010] Invention of claim 5 is characterized by combining with it and reproducing advertising information with said advertising playback means, when reproducing contents with a contents playback means to reproduce contents, such as an image, voice, and a game, an advertising playback means to reproduce advertising information, and said contents playback means. It is characterized by supplying said contents for invention of claim 6 by package media in invention of claim 5, and supplying said advertising information by communication link. In invention of claims 5 and 6, said contents are identified by content ID and invention of claim 7 is characterized by for an advertising playback means choosing the advertising information corresponding to said contents, and reproducing it based on this content ID. In invention of claims 5-7, the advertising schedule table on which the time which reproduces two or more advertising information and each advertising information was indicated is supplied, and invention of claim 8 is characterized by an advertising playback means reproducing the advertising information corresponding to the time at that time with reference to said advertising schedule table.

[0011] In this invention, advertising information is reproduced to compensate for playback of contents, such as voice, such as an image of a film etc., and music, or a game. Although supplied for example, by

package media etc., if contents are the means which can supply mass contents, they will not be limited to package media. Moreover, although supplied by communication link, if advertising information is the means which can supply always new information, it will not be limited to a communication link. A communication link may be a communication link of what kind of gestalten, such as the telephone line and a communication satellite (CS). The advertising information supplied through a communication link can be updated easily, and supply of the advertisement not obsoleting is attained. Moreover, it becomes possible by changing advertising information according to content ID or time (the date, time zone, etc.) to reproduce the advertising information doubled with the content and viewer layer of contents. Moreover, it may be made to perform playback of advertising information before and after contents playback, it interrupts in the middle of contents, and may be made to reproduce, and it compounds (for example, like [ of an alphabetic character telop or a scuttle screen ]), and you may make it reproduce during playback of contents.

[0012] In the supply approach of the advertising information which supplies the advertising information provided with invention of claim 9 to contents, such as an image, voice, and a game, according to a computer system When the contents playback control unit server equipment has memorized said advertising information and is [ control unit ] user equipment reproduces contents, The advertising information offered to these contents is downloaded from said server equipment, and it is characterized by reproducing combining these advertising information and contents. Invention of claim 10 is set to invention of claim 9. Said server equipment The advertising schedule table which indicated the time which reproduces two or more advertising information and each advertising information is memorized. Said contents playback control unit When reproducing contents, two or more advertising information and advertising schedule tables which are offered to these contents are downloaded. It is characterized by reproducing combining the advertising information which searched the advertising schedule table with the time at that time, and was chosen in it, and said contents. Invention of claim 12 is characterized by uploading said advertising information from an advertising provider's terminal unit to server equipment in invention of claims 10 and 11.

[0013] In this invention, when a sponsor (an advertiser, advertising provider) exists to contents, such as voice, such as an image of a film etc., and music, or a game, and these contents are reproduced, it combines with this and this sponsor's advertising information is also reproduced. Moreover, it may be made to perform playback of advertising information before and after contents playback, it interrupts in the middle of contents, and may be made to reproduce, and it compounds (for example, like [ of an alphabetic character telop or a scuttle screen ]), and you may make it reproduce during playback of contents. Thus, by setting a sponsor as contents and reproducing combining the sponsor's advertising information to contents, it becomes possible to obtain an advertising rate income, and it becomes possible to make cheap the price of contents or a contents playback control unit by this. Although it may be supplied on-line even if contents are supplied by package media, generally, contents are works and the content does not change. On the other hand, advertising information is for offering new information, and is updated frequently. For this reason, advertising information is memorized to server equipment, and when reproducing contents, it is downloaded. Since it is easy for a sponsor to update and maintain advertising information to server equipment, always new advertising information can be offered to those who reproduce contents. Moreover, by preparing two or more these advertising information, being based on the schedule, and reproducing whether it is a gap, to one contents, two or more sponsors can be set up or the advertisement from which the same sponsor also differs by time can be offered.

[0014]

[Embodiment of the Invention] Drawing 1 is the block diagram of the digital theater system containing the image reproduction control device which is the 1st operation gestalt of this invention. This digital theater system contains the projector 3 which projects on a screen the video signal which the image reproduction control device 1 which can read image data, such as a volume on film book and a preview, in order including the DVD drive 12, and can be outputted as a video signal and an audio signal, and the image reproduction control device 1 outputted, and the audio equipment 4 which amplifies the audio signal which the image reproduction control device 1 outputted, and is outputted as a sound. DVD

(digital videodisc)2 with which this editing of the film which should be shown was recorded is set to the DVD drive 12 of the image reproduction control device 1.

[0015] The image reproduction control unit 1 has the control section 10 which controls actuation of equipment, and the control unit 16 for the communications control section 14 for downloading the MPEG decoder 13 and the above-mentioned preview which decode MPEG data, such as the large capacity storage 11 which memorizes the image data of a preview and advertising image data to this control section 10, the DVD drive 12, and DVD, to a video signal and an audio signal, and advertising image data, a user, or the operator of this equipment to operate it, the display 17, etc. are connected. In addition, read/write is possible for large capacity storage 11, and although what kind of thing may be used as long as the image data for several hours are memorizable, generally a hard disk drive is suitable.

[0016] The modem 15 and CS tuner decoder 5 are connected to the communications control section 14. A modem 15 is the card built in this image reproduction control device 1, and CS tuner decoder 5 is external equipment. A modem 15 is connected to the distribution center 6 through a telephone line 7, and CS tuner decoder 5 receives the distribution data from the distribution center 6 through a communication satellite (CS). In addition, the means of communications which communicates with the distribution center 6 is not limited to a modem/analog network. For example, TA (terminal adopter)-DSU (digital service unit) / ISDN circuit may be used.

[0017] The image reproduction control device 1 receives the image data of a preview through a modem 15, and writes this in large capacity storage 11. The distribution center 6 telephones each digital theater system periodically, and distributes the newest preview and the newest advertisement to each digital theater system. At this time, the image reproduction control unit 1 transmits the equipment conditions used as the conditions which choose the advertisement and preview which are distributed to the distribution center 6, and the distribution center 6 distributes only the advertisement and the image data of a preview which suit this condition to this image reproduction control unit 1. Equipment conditions are conditions, such as a manufacturer of this equipment (image reproduction control unit 1), installations (all prefectures etc.), and business use/home use. Based on these conditions, a distribution center chooses a suitable advertisement and a suitable preview, and downloads them to this image reproduction control unit 1. Thereby, as the amount of data can download comparatively large advertisement and preview selectively, it saves traffic. In addition, the information which shows the class and expiration date is written in each image data. In the case of advertising image data, they are the enterprise name (enterprise code) of the goods (service is included), a trade name, the class (bar code) of goods, an expiration date, etc. In the case of the image data of a preview, they are the distributor of a film, a starring actor, these editing disclosure (road show start) days and months, an expiration date, etc.

[0018] Moreover, the image reproduction control device 1 receives the data of news through CS tuner decoder 5, and writes this in large capacity storage 11. The distribution center 6 transmits the data of these news to all systems through CS8 at any time, whenever news occur.

[0019] The image reproduction control device 1 creates a show schedule according to film book editing currently recorded on this DVD2, when DVD2 with which the volume on film book was recorded is set to the DVD drive 12. Before showing the volume on film book, it doubles with the film book editing, news, an advertisement, and a preview are shown, and the volume on film book is shown following this. Thus, the news which precede the volume on film book and are shown, an advertisement, and a preview are chosen based on show conditions and this editing information (in addition, the advertisement and preview which have been downloaded to this image reproduction control unit 1 are beforehand narrowed down based on the above-mentioned equipment conditions). Show conditions are conditions to show, such as a day of the week (that is, DVD2 was set) and a time zone. Moreover, these editing information is information, such as a genre of the distributor edited by the film book, a starring actor, and a film. An advertisement and a preview are chosen in accordance with this. For example, based on show conditions, if it is the time zone of the day ranges of a workday, a schedule will be created so that the advertisement and preview for a housewife layer or families may be shown. Moreover, based on this editing information, a schedule is created so that previews, such as a next show work of the distributor edited by the film book, a starring actor's same next show work, and a next show work of the film of the

same genre, may be shown. Moreover, since the advertisement and preview which have been downloaded as mentioned above are beforehand chosen by equipment conditions, the advertisement and preview which are synthetically shown based on such conditions and information will be chosen.

[0020] According to this schedule, reading appearance of news, an advertisement, a preview, and the image data of this editing is carried out, and the created schedule is outputted to a projector 3 and audio equipment 4 through MPEG decoder 13 grade, when it is written in large capacity storage 11 and directions of a show start are carried out. In addition, the above-mentioned equipment conditions and show conditions are memorized by large capacity storage 11, and this editing information is recorded on DVD2 with which the film is recorded.

[0021] Moreover, although the news to download, an advertisement, and the image data of a preview may be data of the same MPEG 2 format as film book editing of DVD2, they may be the thing of other formats. As other formats, they are a QUICKTIME movie, text data, still picture data, sequence data that arranged the text and the still picture on time series, for example. Even if a control section 10 is image data of what kind of format in order to maintain the continuity of a video signal, it reconverts this to MPEG data and you may make it input it into a projector 3 through the MPEG decoder 13 altogether, although this is developed to a video signal and you may make it output to the direct projector 3.

[0022] in addition -- although a single drive is sufficient as the DVD drive 12 since DVD of two or more sheets may be covered in the case edited by the film book exceeding 2 hours, if it is made the changer -- the above -- the case of a long film -- on the way -- it becomes possible to show continuously, without coming out and carrying out disk-swapping.

[0023] Drawing 2 and drawing 3 are flow charts which show actuation of this image reproduction control device. Drawing 2 (A) is a flow chart which shows the actuation when downloading an advertisement and the image data of a preview from the distribution center 6 through a telephone line. The telephone line is first connected with the distribution center 6 (s1). Connection of this telephone line may be made to be connected in the procedure by which a telephone is periodically applied from the distribution center 6. You may make it connect in the procedure of telephoning from this equipment to the distribution center 6. If the telephone line is connected with the distribution center 6, equipment conditions will be transmitted from this equipment to the distribution center 6 (s2). an advertisement with the new distribution center 6, and this equipment condition out of a preview -- being based -- a suitable thing -- 1 -- or a multiple selection is made and this is transmitted to this equipment. Equipment receives the advertisement for these self-equipments, and the image data of a preview (s3). The received advertisement and the image data of a preview are written in large capacity storage 11 (s4). And that to which the expiration date of the advertisement already memorized by large capacity storage 11 and a preview was checked, and the expiration date has run out is eliminated (s5).

[0024] This drawing (B) is a flow chart which shows the actuation when downloading news through a communication satellite 8. News are distributed through a communication satellite 8 at any time, and are received by CS tuner decoder 5. CS tuner decoder 5 inputs the received news into the image reproduction control unit 1 (communications control section 14). The image reproduction control unit 1 eliminates that to which the news in which the expiration date went out were searched, and the expiration date has run out while writing this in large capacity storage 11 (s7) (s8). In addition, the data of news usually consist of text data (and still picture data), and the title, genres (the current events, the entertainments, sport, etc.), and expiration date of news are written in the header.

[0025] This drawing (C) is a flow chart which shows the actuation which sets up a show schedule. A show schedule is performed when DVD2 with which the volume on film book was recorded on the DVD drive 12 is set. If DVD2 is set to the DVD drive 12 (s11), the heading information on this DVD2 will be read (s12), and the information of the distributor of these, a starring actor, etc. will be used as this editing information for choosing an advertisement and a preview. News, an advertisement, and a preview are chosen based on show conditions, such as this editing information by which reading appearance was carried out and a day of the week, and a time zone, (s13). Selected news, an advertisement, and a preview are arranged before the volume on film book, a show schedule is created, and this is memorized to large capacity storage 11 (s14).

[0026] Thus, with this operation gestalt, although he is trying for the image reproduction control device 1 to create a show schedule based on equipment conditions, show conditions, and this editing information, the conditions for creating a show schedule and information are not limited above. Moreover, you may make it download the show schedule determined beforehand from the distribution center 6.

[0027] Drawing 3 is a flow chart which shows show actuation of the image reproduction control device 1. It is standing by until equipment has start directions of a user (or operator), when the setting-operation of the show schedule of drawing 2 (C) is completed (s20). If there are start directions, the show schedule memorized by large capacity storage 11 will be read sequentially from a head (s21), and the specified news, an advertisement, and the image data of a preview will be read (s22). the case where the image data which carried out reading appearance are the file of the same MPEG format as the volume on film book -- (s23) -- it outputs to the MPEG decoder 13 as it is (s24). In not being the file of an MPEG format, (s23) and this are developed on an image and it reconverts to the data of an MPEG format (s25), and this is outputted to the MPEG decoder 13 (s26). After following all the news in which this actuation is written by the show schedule, an advertisement, and a preview (s27), the DVD drive 12 is started and the show edited by the film book is started (s28).

[0028] In addition, although he is trying to show news other than this editing, an advertisement, and a preview with this operation gestalt using the MPEG decoder 13 which is the hardware for showing the volume on film book, a projector 3, a screen (un-illustrating), etc., the hardware for an advertisement other than the hardware for these film book editing is prepared, and you may make it show an advertisement and news in parallel to the volume on film book. Moreover, the title of a film is edited as sequence data and you may make it display this in parallel to the volume on film book. What is necessary is just to create the sequence data of a title so that the text data may be indicated by sequential in the same format as the words truck of the music data for karaoke. If it is this, since a title will be burned by the volume on film book, the title of which language can also be displayed if needed (a title is not displayed again, either).

[0029] Moreover, the sales method of making the price of equipment cheap is also possible by setting up so that this manufacturer's advertisement downloaded according to the manufacturer of this equipment (image reproduction control unit 1) contained in equipment conditions may surely be shown.

[0030] The 2nd operation gestalt of this invention is explained with reference to drawing 4 - drawing 9. This operation gestalt explains the contents playback control devices (a video regenerative apparatus, a music regenerative apparatus, game machine, etc.) for home use connected to the network, the server equipment which distributes advertising information to this contents playback control device. In this system, when reproducing the contents of AV media which are the package media on which contents, such as a film, music, and a game, were recorded, low-pricing of AV media or a contents playback control device is realized by reproducing a sponsor's advertising information in the middle of [ its ] that order, and carrying out the share of a part of price of the above-mentioned AV media or a contents playback control device with that advertising rate income.

[0031] Drawing 4 is the block diagram of the home AV system containing the contents playback control device which is the 2nd operation gestalt of this invention. In this home AV system, the contents playback control devices 21 are a video regenerative apparatus, a music regenerative apparatus, a game machine, etc. as mentioned above, and have the media playback drive 32 which reads the AV media 22 on which contents, such as a film, music, and a game, were recorded. As a gestalt of AV media, although there are DVD (digital videodisc), CD (compact disc), etc., you may be a package like a throat except this.

[0032] In addition, in this operation gestalt, output processing of all contents and advertising information including activation of the advertising information which consists not only of playback of film contents, playback of a music content, and playback of the advertising information which consists of an image and voice data but of activation and the program of game contents etc. is expressed in a "reproductive" word.

[0033] Moreover, advertising information corresponding to each contents is memorized by the large



capacity storage 31 which consists of HDD etc. (cache), and when reproducing the contents of the AV media 22 set to the media playback drive 32, reading appearance of the advertising information corresponding to the contents is carried out, and it is shown before and after contents playback. The contents decoder 33, a display unit 23, and audio equipment 24 perform processing which voice[ an image and ]-izes these contents and advertising information.

[0034] The control section 30 which is a computer controls actuation of the contents playback control unit 21. Said large capacity storage 31, the media playback drive 32, the contents decoder 33, the communications control section 34, the control unit 36, the display 37, etc. are connected to this control section 30. The contents decoder 33 cancels encoding of the contents currently recorded on the AV media 22, or advertising information, and decodes it to a video signal and an audio signal. The communications control section 34 downloads advertising information and a televising schedule table (after-mentioned) from server equipment 26 through a network interface 35 or CS tuner decoder 25. A control unit 36 and a display 37 are for a user to operate it, in order to direct playback and a halt of contents.

[0035] In addition, read/write is possible for large capacity storage 31, and although what kind of thing may be used as long as the image data for several hours are memorizable, generally a hard disk drive is suitable. Moreover, in carrying out rendering generation of the image in a game etc., the contents decoder 33 is unnecessary or the contents decoder 33 functions as a graphics board.

[0036] The network interface 35 and CS tuner decoder 25 are connected to the communications control section 34. A network interface 35 is the card built in this contents playback control device 21, and CS tuner decoder 35 is external equipment. A network interface 35 is connected to server equipment 26 through the network network 27. Although it connects with the network network 27 by dial up if needed, as for a network interface 35, it is more desirable to always connect with the network network 27 through domestic [ LAN ] etc. CS tuner decoder 25 receives the advertising information from server equipment 26 through a communication satellite (CS). In addition, as a network interface 35 for communicating with server equipment 26 through the network network 27, a modem, TA (terminal adopter), etc. are applicable.

[0037] The contents playback control device 21 writes advertising information, a playback schedule table, etc. which were received from server equipment 26 through the network interface 35 in large capacity storage 31. Moreover, the contents playback control device 21 uploads logs, such as a count of playback of each contents, and a count of a show of each advertising information, to server equipment 26 through a network interface 35.

[0038] When the AV media 22 are set to the media playback drive 32, the contents playback control device 21 accesses server equipment 26, and downloads the playback schedule table of the advertising information of the sponsor who provides the contents of these AV media 22 with an advertisement, and advertising information. At this time, the contents playback control device 21 transmits the content ID of the contents currently recorded on device identification information and AV media by which the set was carried out [ above-mentioned ] to server equipment 26.

[0039] Here, content ID is ID which specifies the contents which can be distributed as electronic data, such as a film, music, and a game, as a meaning, for example, ID center management number, a contents attribute, an access attribute, an access employment attribute, a negotiation attribute, a distribution attribute, and ID center management number of the information which consists of a free field are used. This information is embedded to the interior of contents as digital-watermarking information while it is written in the header of contents.

[0040] Moreover, what is necessary is just to use the MAC (Media Access Control) address currently written in the network interface 35 as device identification information, for example. A MAC Address is a 48-bit identification address used for network media access control, and is uniquely assigned to all NIC connected to LAN. When the user who purchased the contents playback control device 21 accesses server equipment 26 first, this MAC Address is registered as device identification information on that user's contents playback control device.

[0041] Server equipment 26 downloads the playback schedule table (refer to drawing 5 ) on which the

playback schedule of the advertising information doubled with the model of these contents or contents playback control unit and each advertising information was written in to the contents playback control unit 21, when content ID and device identification information are received from the contents playback control unit 21. In the contents playback control device 21, advertising information, a playback schedule table, etc. which were downloaded are memorized to large capacity storage 31.

[0042] Drawing 5 is drawing showing the example of a playback schedule table. This playback schedule table is created with server equipment 26 for every contents, and is downloaded with advertising information to the contents playback control unit 21 with which the content ID of those contents has been sent. Setting to this drawing, an axis of abscissa is the time amount of 1 day by day [ axis of ordinate / the date and ]. In this table, it is assigned every day at 12:00- 13:00 and 18:00 to 19:00 as an advertising time amount frame of the hard appliance maker who manufactured the contents playback control unit 21 (sale). And the advertising time amount frame which each sponsor firm purchased is indicated by this playback schedule table -- the time amount frame from 6:00 for 30 days to [ from the release day (the 1st day) of contents ] 12:00 is assigned to a sponsor C company, and the time amount frame from 13:00 for 50 days to [ from a release day ] 18:00 is assigned to B company of sponsors. The sponsor firm has paid the advertising rate according to the purchased advertising time amount frame to the server device-management firm.

[0043] The contents playback control device 21 accesses server equipment 26, when the AV media 22 are set to the media playback drive 32, and it downloads this playback schedule table and a sponsor's advertising information. The cache of the advertising information and the playback schedule table which were downloaded is carried out to large capacity storage 31. Also when the same AV media 22 are set again, server equipment 26 is accessed and only the updated data are downloaded. Moreover, when the sequential set of much media is carried out, although cache data may be lost, data are downloaded like the case where media are set first in this case. Large capacity storage 31 has the area which can carry out the cache of the above-mentioned advertising information over two or more contents, and the playback schedule table.

[0044] Moreover, in drawing 5, although there is a time amount frame with which the sponsor has not acquired advertising broadcasting right depending on the date or a time zone, such a time amount frame broadcasts the advertisement of the sponsor who is the default advertisement of these AV media 22 and who has the 1st place of broadcasting right (the 1st place is later mentioned about broadcasting right). Although the advertising information for this default advertisement may be beforehand written in the AV media 22, it may be downloaded as an object for a default advertisement from server equipment 26.

[0045] In addition, although he is trying to download advertising information and a playback schedule table from server equipment 26 through the network network 27, you may make it download this from a communication satellite (CS) 28 in the above-mentioned example. The communication satellite 28 is carrying out sequential broadcast of the playback schedule table and advertising information over all contents, and CS tuner decoder 25 decodes only what was directed from the communications control section 34 (thing corresponding to AV media (contents currently recorded) set to the media playback drive 32) from the inside, and it inputs it into the communications control section 34.

[0046] In addition, the format of the advertising information downloaded from server equipment 26 to each contents playback control device 21 could be created as a video data of an MPEG format, and may be the thing of other formats. As other formats, they are a QUICKTIME movie, text data, still picture data, sequence data that arranged the text and the still picture on time series, for example. Even if a control section 10 is image data of what kind of format in order to maintain the continuity of a video signal, it reconverts this to MPEG data and you may make it input it into a display unit 23 through the MPEG decoder 33 altogether, although this is developed to a video signal and it may be made to carry out a direct output to a display unit 23.

[0047] In addition, in this contents playback control unit 21, advertising acquisition Flagg is prepared in the header unit of contents, and only when reproducing the contents to which this advertising acquisition Flagg is set, it is made to carry out playback actuation of advertising information. The contents to which advertising acquisition Flagg is not set reproduce these contents, without being sold at a normal price

without a discount, judging that it is what should be reproduced without an advertisement, and acquiring and reproducing advertising information.

[0048] Moreover, when two or more contents are contained in AV media of one sheet, while setting up advertising acquisition Flagg for every contents, the playback schedule table for every contents and advertising information are prepared in the above-mentioned server equipment, and you may make it control whether advertising information is reproduced according to each contents.

[0049] Drawing 6 is a flow chart which shows actuation of said contents playback control device 21. This actuation is actuation in the case of reproducing AV media on which film contents are recorded. First, it is standing by until the AV media 22 are set by s31. A set of AV media judges whether advertising acquisition Flagg of the media is set (s32). When advertising acquisition Flagg is set, in order to reproduce advertising information, it progresses to processing not more than s33. When advertising acquisition Flagg is not set, these AV media progress to s52 noting that they were sold at a normal price and do not have a sponsor's advertisement. The auto start of these contents is carried out (s52), and it stands by in this condition s52 until contents complete and stop, or until a user makes it stop by the manual (s53).

[0050] When advertising acquisition Flagg is set, in order to acquire the newest advertising information and the newest playback schedule table, server equipment 26 is accessed, and device identification information and content ID are transmitted (s33). These are received, device identification information judges whether it is a thing [ finishing / registration ], and, in not registering, server equipment answers a letter in that. When there is this reply, the contents playback control unit 21 displays an unreproducible purport by un-registering (s35).

[0051] If server equipment has registered device identification information, a letter will be answered to the contents playback control unit 21 in the list of the playback schedule table corresponding to the content ID transmitted simultaneously, and advertising information. The contents playback control device 21 compares the playback schedule table and advertising information which are carrying out the cache to this list and large capacity storage 31, and it judges whether the cache of the same data is carried out (s36, s37). When there are no cache data, the newest playback schedule table and advertising information are downloaded from (s36) and server equipment (s38). And although cache data exist, when it is not the newest thing, they download (s37) and the newest thing (only what became old) (s38). After this, it stands by until it progresses to s40 and there are directions of a playback start.

[0052] If there are directions of a playback start by s40, a playback schedule table will be read from the bulk-store means 31 (s41), and a table will be searched with the date and time of day at that time (s42). When the date and time of day at that time are contained in one of sponsors' advertising time amount frame, that sponsor's advertising information is read from large capacity storage 31 (s43), and this advertising information is reproduced (s45-s47). moreover, when its date and time of day are contained in no advertising time amount frame of a sponsor, reading appearance of the default advertising information is carried out, and it reproduces (s44-s47). This default advertising information is downloaded from server equipment as the thing currently recorded on set AV media, or default advertising information. Decoding playback is carried out using the decoder corresponding to the encoding format (s45 ->s46), and, in the case of the data which are not encoded, playback of advertising information is reproduced as it is, when the advertising information is encoded (s45 ->s47).

[0053] Playback of contents is started after this advertising information playback (s48), and it stands by until playback is completed and it stops, or until a user stops playback by manual actuation (s49). When playback stops, the count of playback of these contents or the count of playback of each advertising information is counted up (s50), advertising information is reproduced again (s51), and it returns to s40.

[0054] Although it stood by by s40 also after the above-mentioned actuation was continued and playback was completed, when AV media are taken out and new AV media are set, or when a power source is turned off and a reclosing is carried out while 32 sets of media playback drives of the same AV media are done, or while the power source was turned on, actuation is reset and actuation is started from s31.

[0055] Moreover, it may be made to perform when there are directions of a playback start of the

processing which communicates with the above-mentioned server. In this case, while judging whether there was any playback start by s31 and omitting processing of s40, when playback is ended, what is necessary is just made to carry out a return to s31.

[0056] In addition, although it is made not to reproduce contents with an advertisement (for advertising acquisition Flagg to be set) with this operation gestalt when device identification information is not registered, it may be made to reproduce all contents irrespective of registration and un-registering. [ of device identification information ]

[0057] Although playback actuation of film contents was mentioned as the example and the above-mentioned actuation explained it, it is reproducible in the almost same processing actuation also in a music content and game contents. In the case of a music content, advertising information may include an image and only voice is.

[0058] Moreover, although the above-mentioned processing actuation explains that by which an advertisement is shown on one playback schedule table by the whole AV media although two or more contents are recorded on the thing by which one contents are recorded on one AV media, or one AV media Two or more contents are recorded on one AV media, and whenever that from which a playback schedule table differs for every contents reproduces each contents, it may be made to perform the above-mentioned processing.

[0059] In addition, with the above-mentioned flow chart, although playback of advertising information was made into every 1 time playback before of contents, and after a halt, playback of advertising information may be performed to any timing. When AV media are not reproduced, it may be made to carry out loop-formation playback of the advertising information.

[0060] Moreover, when the time of a user reproducing advertising information and contents are reproduced, it connects with a server each time and you may make it transmit a user's actuation log to a server. It can record in detail which advertisement by this, it was [ when ] alike with a certain user's playback control device, and the media of which content ID were reproduced, and was reproduced, and it becomes possible to deduce an audience rating from the log data collected to the server by this. Moreover, logs, such as playback record of contents and playback record of advertising information, are memorized to equipment (large capacity storage 31), and you may make it upload this at the opportunity linked to server equipment 26.

[0061] When an audience rating survey becomes possible, application of utilizing for marketing information or making this into the reference data of a future package plan is attained. For example, not only the sale of AV media but it can analyze how much count playback of is carried out at home.

[0062] In addition, with this operation gestalt, although advertising information reads this and he is trying to show it when downloading from server equipment as a file, memorizing to large capacity storage 31 and reproducing AV media, it may be made to carry out streaming playback of the advertising information sent in a packet unit from server equipment.

[0063] Here, with reference to drawing 7 , the advertising information flow reproduced with the contents playback control unit 21 is explained. Let the server equipment 26 which supplies advertising information to the contents playback control device 21 be an one-place only site as a portal site. An advertising commissioned company starts this portal site. When releasing contents with an advertisement, before manufacturing the package media (AV media) of those contents, the access (broadcasting right) which reproduces advertising information in every time amount frame (a date and time zone) through a network from this site is dealt in. By returning the income of this broadcasting right to a user, the selling price of the above-mentioned AV media or a contents playback control unit is beforehand made lower than usual (refer to drawing 7 ). Thus, by carrying out package management of the advertising information in a portal site, flexibility can be given to AV media to advertising Make Changes, a shift of a sponsor, etc. compared with the method which embeds advertising information, a sponsor's URL, etc.

[0064] A sponsor uploads the advertising information which I have reproduced at each home to server equipment 26 (advertising commissioned company). It is free to substitute advertising information during a period with broadcasting right (advertising televising period), and if advertising information is

substituted, two or more kinds of advertising information is reproducible during one advertising televising period. Moreover, advertising information is programmed, and it is made to carry out scheduling so that within the limit [ same / advertising time amount ] may pass how many kinds of those advertisements in order. The advertising information uploaded to server equipment 26 is downloaded to the contents playback control device 21, and is shown according to a playback schedule table.

[0065] Drawing 8 shows the flow of the money in this system. The above-mentioned contents playback control unit 21 set up so that advertising information might be reproduced before and after contents playback is installed in a home etc., and advertising information and a playback schedule table are downloaded to this equipment on-line. Thereby, the advertising rate according to the above-mentioned time amount frame is paid to an advertising commissioned company from each sponsor. This charge of advertising televising is distributed to the hard appliance maker who manufactures and sells company, a package media sale firm, and the contents playback control unit 21. Thereby, a package media sale firm sells AV media at a price which discounted the part, and a hard appliance maker sells the contents playback control unit 21 at a price which discounted the part.

[0066] In addition, although advertising broadcasting right is fundamentally dealt in for every time amount frame, it sets up the broadcasting right which has the 1st place of the priority of broadcasting right only to one sponsor. This broadcasting right is the access which can reproduce the advertising information of its company in the time amount frame of the opening whose broadcasting right sold well to no sponsor in addition to the time amount frame which its company secured. This advertising information is burned to AV media as a default advertisement. Or it downloads as a default advertisement from server equipment 26. Moreover, the 1st place, unlike this broadcasting right of the others at which broadcasting right buys a time amount frame, it is effective access eternally, and even if a long period passes after a package sale and the broadcasting right of a time amount frame stops existing, only this sponsor's advertising information is reproduced.

[0067] Dealing of this broadcasting right containing the 1st place of broadcasting right is made for example, into a bid system, and is made into the network auction method on the basis of the minimum frame of discount plan formation of a package. It considers as the same ranking treatment and all the ranking of the 1st less than place of broadcasting right is texture \*\*\*\*\* about a televising frame by bid. A package media sale firm creates AV media package which turned on advertising acquisition Flag, and sells at a discount price while it writes in the advertising information of the sponsor who acquired the 1st place of broadcasting right. Moreover, AV media package which is not embedding advertising information may be sold in parallel at a normal price.

[0068] As mentioned above, although it is made not to reproduce contents with an advertisement in this contents playback control unit 21 when the device identification number of the contents playback control unit 21 is not registered into server equipment 26, the registration procedure of a device identification number is explained below. This can be substituted for an official's in charge input process when purchasing the contents playback control unit 21 in the shop. That is, first, a user (purchase candidate) goes out to a shop front, and proposes to purchase. At this time, a user writes User Information which is its information in the form of dedication etc. User Information is a name, age, an address, the telephone number, etc. A store official in charge checks the device identification number (MAC Address), inputs User Information and a MAC Address from a terminal unit, and registers with server equipment while he prepares goods (contents playback control device 21). Thereby, this contents playback control unit 21 can reproduce contents with an advertisement now. In addition, User Information and the server equipment which receives registration of a MAC Address may be equipment other than the server equipment which distributes the above-mentioned advertising information and a playback schedule table. What is necessary is just to be able to carry out processing to which it judges whether a MAC Address is registered at s33 and s34 of drawing 6, and the server equipment for distribution corresponds.

[0069] Although the above explained the case where a user did shop front purchase of the contents playback control unit 21, the procedure in the case of carrying out online purchase through networks, such as the Internet, is explained referring to the flow chart of drawing 9. A user (purchase candidate)

accesses server equipment from terminal units, such as a personal computer, and operates a purchase application (s60). This server equipment may not be the same as the server equipment 26 shown in drawing 4. In order that server equipment may transmit the User Information input screen to this application, a terminal unit displays this User Information input screen (s61). User Information is a name, age, an address, the above-mentioned telephone number, an above-mentioned credit number, etc. To this input screen, a user inputs his information and transmits (s62). It judges whether server equipment can check a credit number and can trade in it, and if dealings are possible and the reply of O.K. and dealings are improper, that will answer a letter (s63). A terminal unit receives this, if it is O.K., it will continue registration actuation, if dealings are improper, will display that and will end actuation (s64).

[0070] If credit dealings are possible for server equipment, it will transmit User Information to the computer of the sale firm of a contents playback control unit, and will arrange goods on-line (s65). The device identification number (MAC Address) of the goods arranged with it is received from the computer of this sale firm (s66). Server equipment transmits this device identification number to a terminal unit. In a terminal unit, this device identification number etc. is displayed and the application of equipment purchase is completed (s67). Simultaneously, server equipment registers User Information and a device identification number, and completes registration processing (s68).

[0071] In the above-mentioned processing, although registration processing is made to complete on-line, after it considers on-line registration as temporary registration and goods arrive to a user, it may be made to carry out high grade registry.

[0072] Thus, by registering User Information at the time of equipment purchase, when an audience rating survey etc. is performed, the cross tabulation which classified it into sex, an age group, etc. can be carried out. Moreover, if a MAC Address is registered as device identification information and this registration does not exist, the unjust purchase of equipment can be prevented by making it not operate equipment.

[0073] Moreover, although this operation gestalt explained the example which reproduces AV media which recorded contents with an advertisement with the contents playback control device of dedication, you may enable it to reproduce the above-mentioned AV media also with a common contents playback control device. For example, if AV media are DVDs which recorded the film, the image which is default advertising information will be burned at the beginning and the last of the film which is a contents image, and it will be made the gestalt in which an advertisement flows at the time of the playback initiation from the beginning, and termination of a film.

[0074] In this case, although advertising playback frequency will decrease in the above-mentioned general playback control device compared with the dedicated device with which advertising information is surely reproduced no matter where it may reproduce from, a dedicated device can cancel an unfair feeling by giving incentives, such as amount-of-money-value according to the count of advertising playback uploaded to server equipment, online or off-line.

[0075] Moreover, what is necessary is for the need of developing a dedicated device for advertising information playback just to design contents highly so that advertising information may be reproduced by the program corresponding to the conventional game machine since advertising information is freely reproducible by the game program which is contents in the case of a game machine.

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[Translation done.]



\* NOTICES \*

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1. This document has been translated by computer. So the translation may not reflect the original precisely.
2. \*\*\*\* shows the word which can not be translated.
3. In the drawings, any words are not translated.

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## DESCRIPTION OF DRAWINGS

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### [Brief Description of the Drawings]

[Drawing 1] Digital theater structure-of-a-system drawing containing the image reproduction control device which is the 1st operation gestalt of this invention

[Drawing 2] The flow chart which shows actuation of this image reproduction control device

[Drawing 3] The flow chart which shows actuation of this image reproduction control device

[Drawing 4] Digital theater structure-of-a-system drawing containing the image reproduction control device which is the 2nd operation gestalt of this invention

[Drawing 5] Drawing showing the example of an advertising playback schedule table

[Drawing 6] The flow chart which shows actuation of this image reproduction control device

[Drawing 7] Drawing showing the advertising information flow shown with this image reproduction control unit

[Drawing 8] Drawing showing the flow of the tariff of advertising broadcasting right

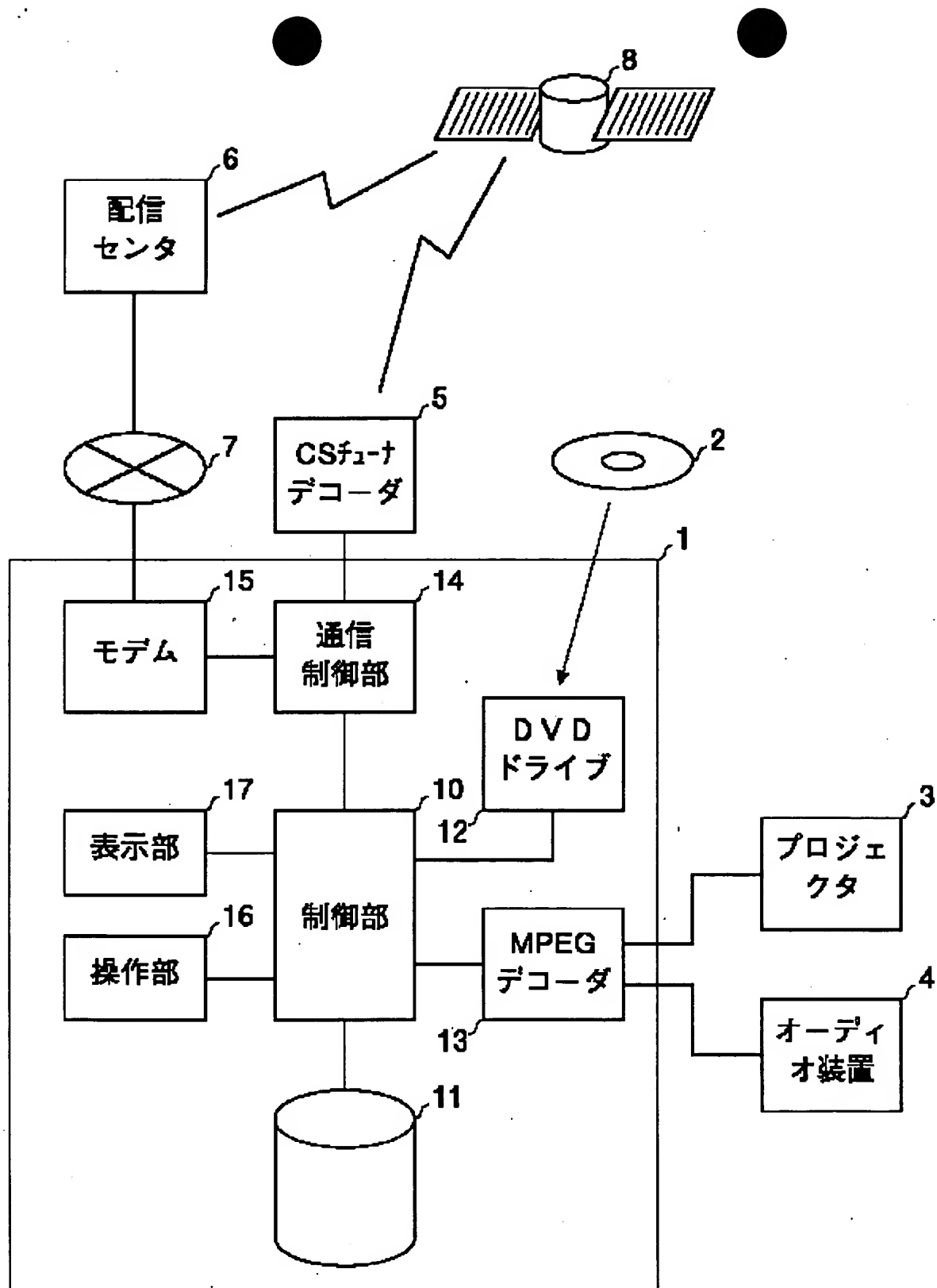
[Drawing 9] The flow chart which shows actuation of this image reproduction control device

### [Description of Notations]

1 -- An image reproduction control device, 2 -- Digital videodisc (DVD), 3 -- A projector, 4 -- Audio equipment, 5 -- CS tuner decoder, 6 [ -- Control section, ] -- A distribution center, 7 -- A telephone line, 8 -- A communication satellite (CS), 10 11 -- Large capacity storage (hard disk), 12 -- DVD drive, 13 [ - - Control unit, ] -- An MPEG decoder, 14 -- The communications control section, 15 -- A modem, 16 17 [ -- Display unit, ] -- A display, 21 -- An image reproduction control device, 22 -- AV media, 23 24 -- Audio equipment, 25 -- CS tuner decoder, 26 -- Server equipment, 27 [ -- Large capacity storage, 32 / -- A media playback drive 33 / -- A contents decoder, 34 / -- The communications control section, 35 / -- A network interface, 36 / -- A control unit, 37 / -- Display ] -- A network network, 28 -- A communication satellite (CS), 30 -- A control section, 31

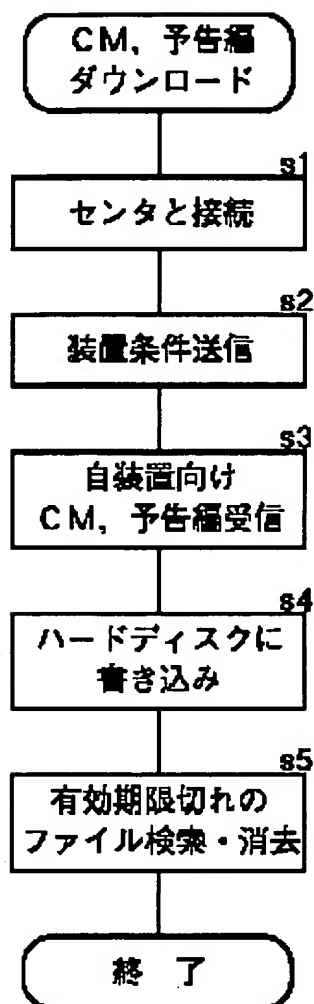
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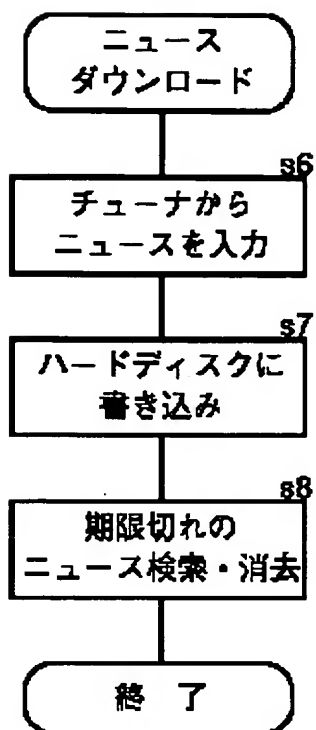




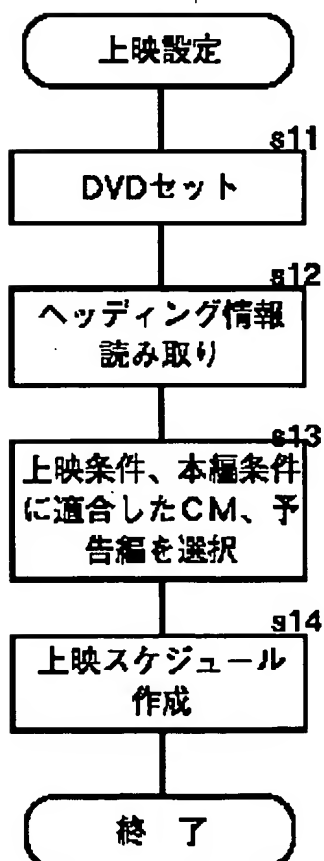
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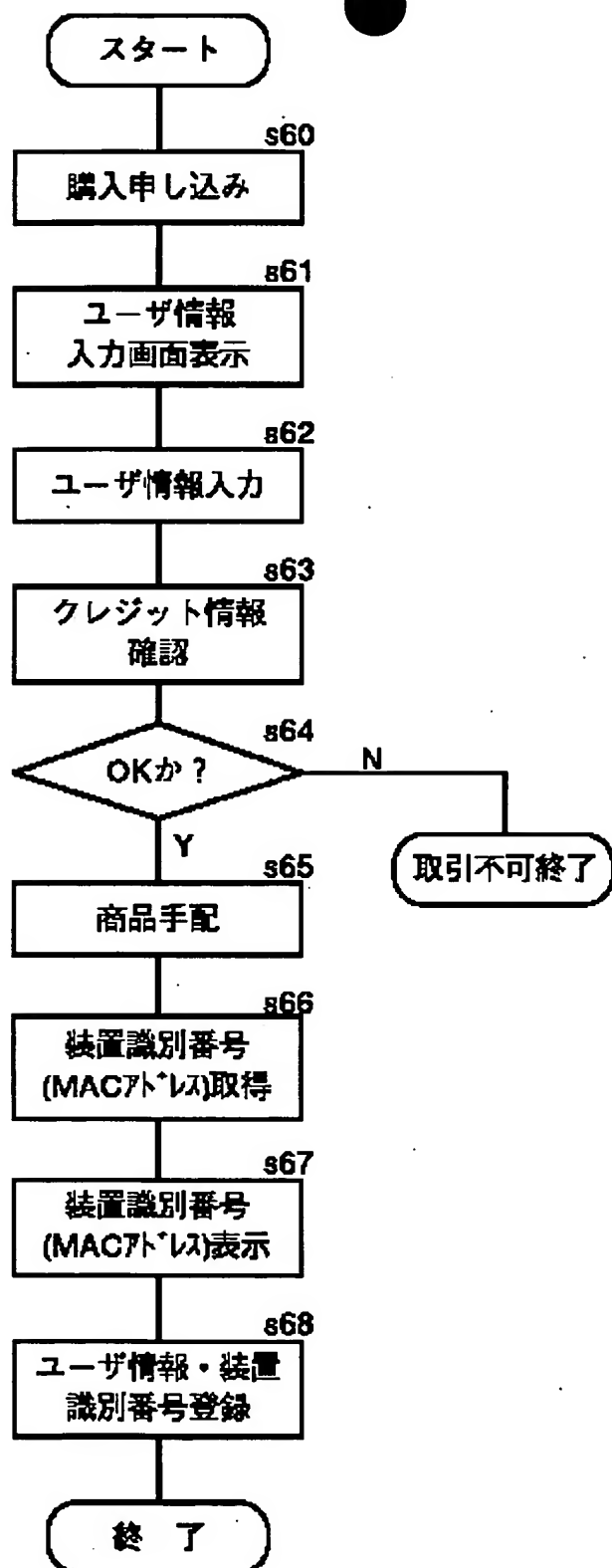


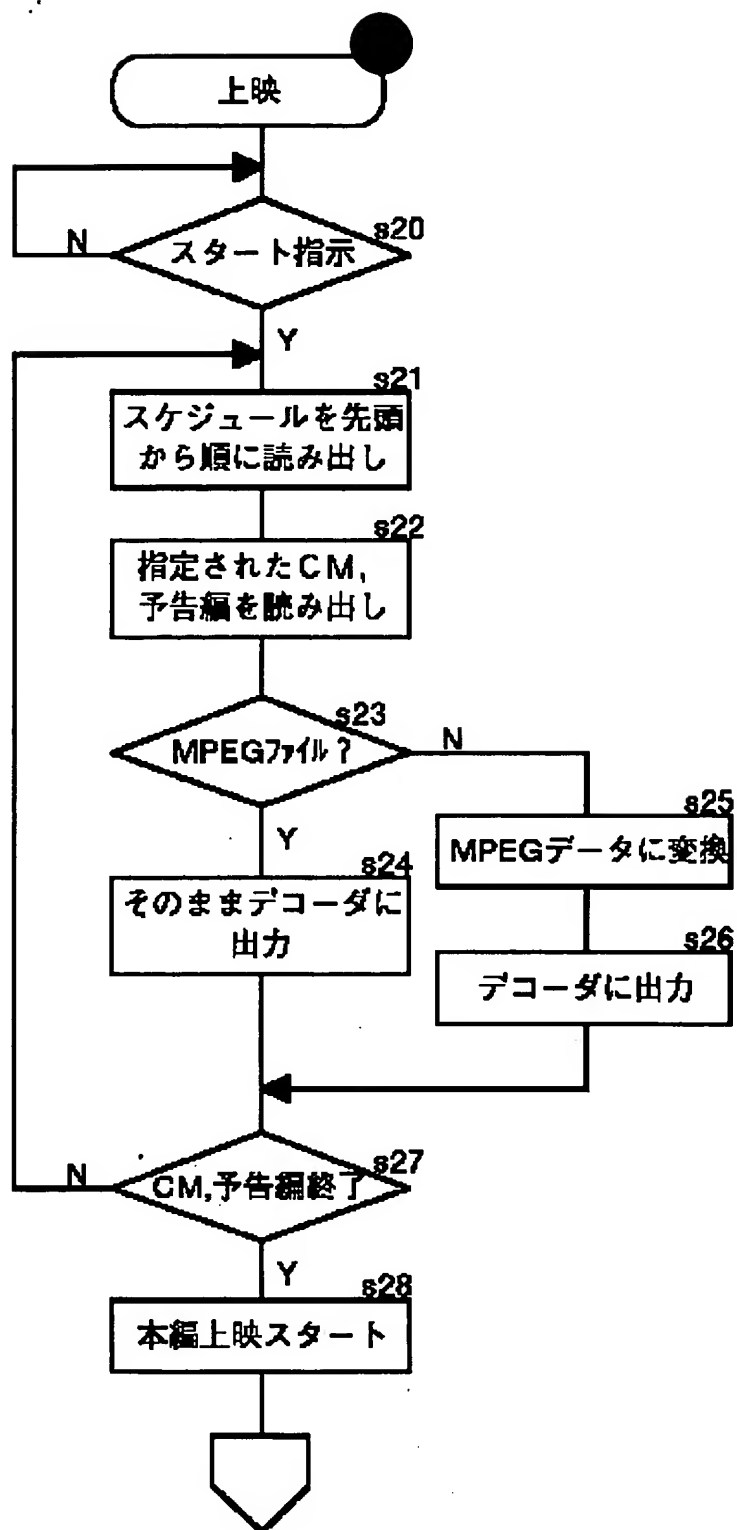
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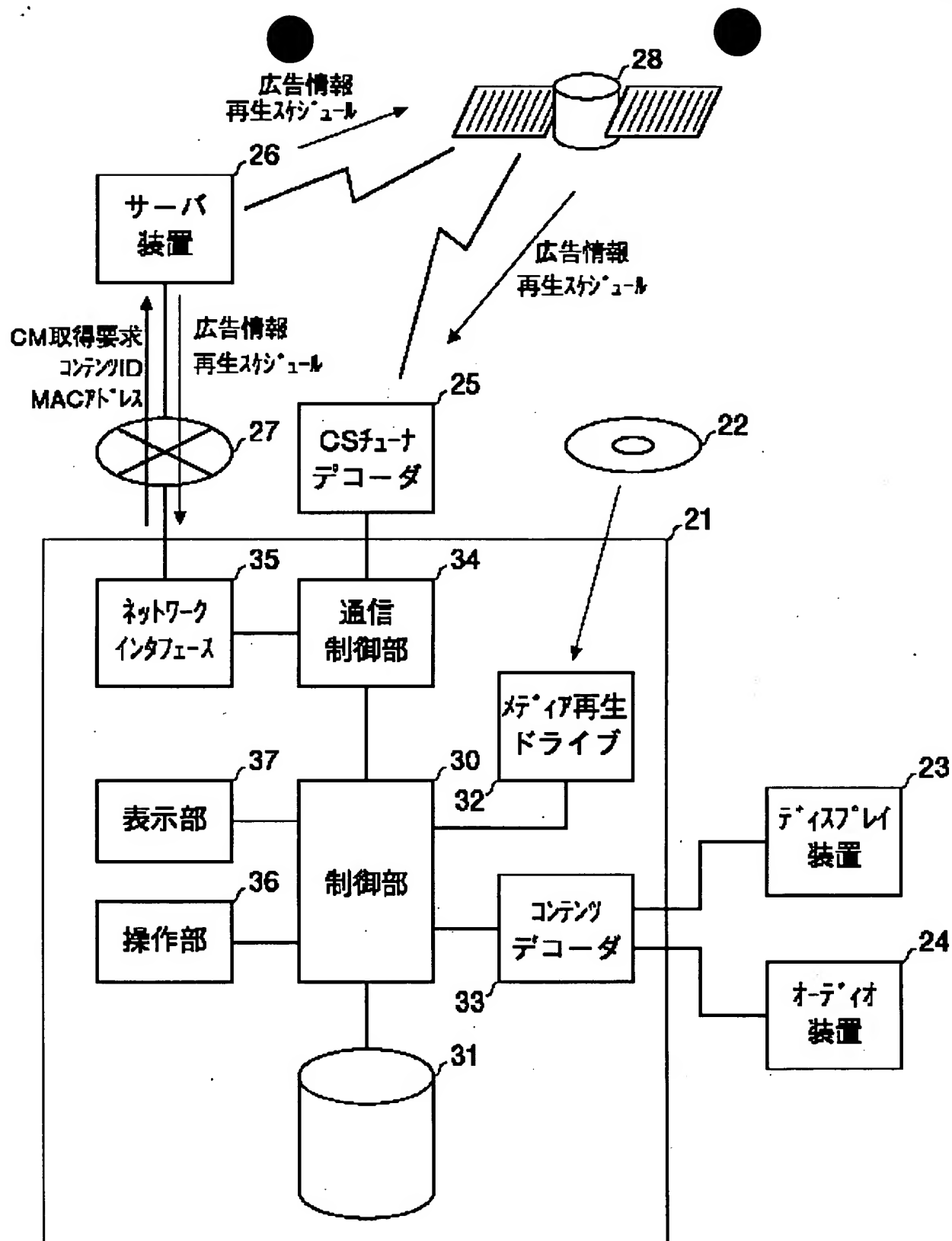


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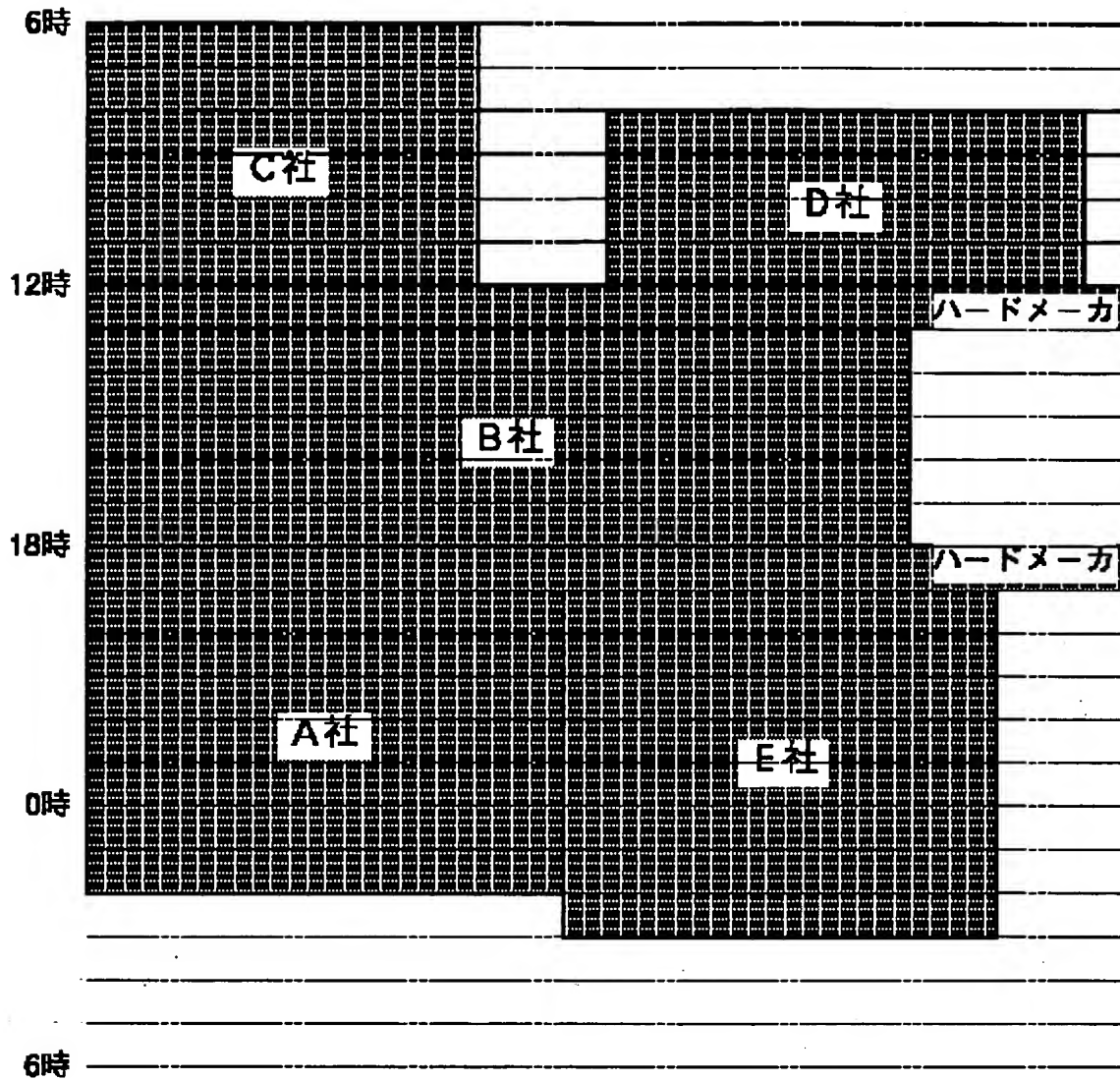








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